

# GROWTH...

built on a few  
fundamentals of yesterday

Sometimes we can understand the present much better by examining the past. Our corporation owes a great deal to the fundamentals established by Sebastian S. Kresge when he entered the dimestore business in 1897. What are those elements that worked so well? They still exist today, in modern dress and wording, and will most likely still be in a hundred years.

Here are just a few of the basics:

**Fundamental: Good ideas**  
Sebastian Spering Kresge was 32 years old when he opened his first store on Woodward Avenue in Detroit. His merchandising idea: "Nothing over 10 cents." In those early days, the nickel items were on one side of the store, the dime items on the other.



**Fundamental: Management training**  
In 1912, Mr. Kresge issued a proclamation to his organization: Henceforth all executive advancement would be drawn from within the company; all promotions would be based strictly on merit; there would be no "patronage" either from without or within. Here is the crop of management talent who came to Headquarters for a seminar in 1920, below.



**Fundamental: Good people**  
Myrtle Edwards Olmstead was one of the first people hired by Mr. Kresge at Kresge 1. The elegant hat in the photo, l, she made from an untrimmed one and ribbons that Mrs. Kresge gave her from store stock. She recounted the early days for the 50th anniversary issue of the Kresge News in May, 1949. Her photo, r, shows the same sweet smile, 1949 feathers.

**FORECAST**  
NUMBER TWO  
DETROIT, MARCH 9, 1940  
FREE—WORTH MILLIONS

**Better Times EXTRA**

## KRESGE'S BEGINS GIANT FRIENDLY SERVICE DRIVE

**District Heads Lead Way**  
With "A Million New Friends For Kresge's" as their slogan, Kresge's District Managers today lead the way in the new campaign.  
A. B. Stewart Manager has selected his stores to which all representatives and sales managers are invited to do their part in contributing to the service drive.  
District Manager Stewart said that the campaign is a "Time to Action" project.

**On Their Mark—All Set!**

**General Office Announces Great Campaign for One Million More Kresge Friends**  
Realizing the national success of the 1939 First Campaign, which millions answered the Kresge call of "Kresge's for the First Time," Mr. C. E. Kresge, in announcing the drive, said:  
"We believe the new campaign will bring Kresge's even and give its representatives in every way to bring service to the public. We have always depended on our customers to meet the public properly and we have never been disappointed. You can rely on a Kresge girl for the best and always give friendly service. All the stores in metropolitan, busy and surrounding areas."  
**Houseful, Here I Come!**

**Time for Enter**  
The new campaign for the Kresge's service drive, which will bring Kresge's even and give its representatives in every way to bring service to the public. We have always depended on our customers to meet the public properly and we have never been disappointed. You can rely on a Kresge girl for the best and always give friendly service. All the stores in metropolitan, busy and surrounding areas."  
**Houseful, Here I Come!**

**Fundamental: Friendly service**  
Today's friendly recognition program is nothing new, basically. This March 9, 1940 issue of Better Times, Kresge employee newspaper then, trumpets the spring drive for customer-friends.